

An aerial night photograph of a ski resort. The town is built on a snowy slope, with numerous buildings illuminated by warm yellow lights. Ski lifts are visible on the left side of the image, and a winding road or path is visible on the right. The foreground is a vast, snow-covered slope.

# UTAH OFFICE *of* TOURISM

**WINTER 2016–17**

MEDIA RECOMMENDATIONS





# YEAR 3: MEDIA RECOMMENDATIONS

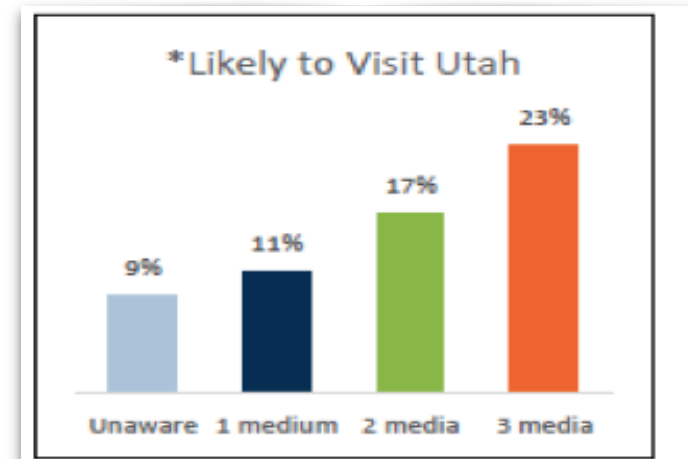
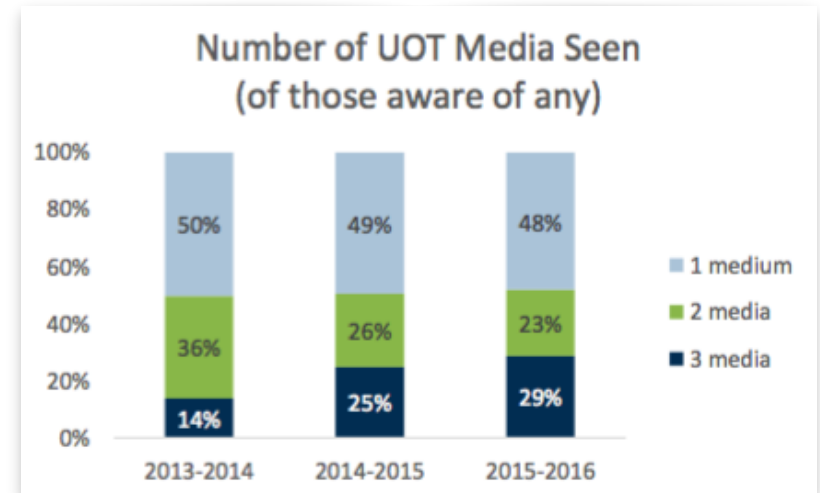
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## **A STRATEGY OF BREADTH AND DEPTH. BREADTH FOR AWARENESS (BUT SMART AWARENESS). DEPTH FOR ENGAGEMENT (BUT EVEN SMARTER ENGAGEMENT).**

- *Continue the media mix*
- *Enhance digital targeting and experiences for high-performing segments*

## MEDIA MIX FOR THOSE AWARE OF THE CAMPAIGN, AD RECALL IN ALL THREE MEDIA (TV, DIGITAL, OOH) INCREASES LIKELIHOOD TO VISIT

- 2015-2016 **29%**
- 2014-2015 **25%**





## MEDIA MIX: TRADITIONAL BROADCAST & OOH

- *Broad awareness immediately and at scale*
- *Support and contextualize targeted digital advertising*
- *Future audience development for year-round Life Elevated brand*

# MARKET COMPARISON

	New York	Los Angeles	Chicago	San Fran	Wash DC	Boston	Houston	San Diego
Market Rank	1	2	3	6	7	8	10	28
Total HH	7,093,585	5,798,783	3,529,281	1,627,360	2,176,784	2,432,140	2,072,625	1,086,865
Avg. HHI	\$70,589	\$50,466	\$64,752	\$75,850	\$77,888	\$65,015	\$57,559	\$59,923
% Skiers MRI	8.6	4.3	3	2.6	3.2	4	1.5	1.1
RRC Top DMA	#1	#2	#4	#3	NA	#6	#5	#9
RRC Repeat	#1	#2	#5	#3	#8	#7	#6	#4
SQAD CPP	2,533	2,536	,213	1,178	1,006	731	1,038	444
Airport Stats	#6	#1	#12	#11	#18	#16	#14	#7

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## FLIGHT COMPARISON

	To Salt Lake			To Denver	
	Time	Price		Time	Price
Chicago	3 hr. 26 min.	\$446		2 hr. 35 min.	\$156
Houston	3 hr. 22 min.	\$650		2 hr. 27 min.	\$166
San Francisco	1 hr. 45 min.	\$208		3 hr. 56 min.	\$204
San Diego	1 hr. 50 min.	\$222		2 hr. 18 min.	\$188
Washington DC	4 hr. 54 min.	\$560		3 hr. 45 min.	\$490
Boston	7 hr. 3 min.	\$369		4 hr. 34 min.	\$367

*Based on Jan 8 - Jan 15 dates*



## Utah Office of Tourism - Winter 2016-17 - San Francisco

	September				October				November				December				January				February				March				April			Total		
	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27		3	10
New York DMA #1											150	125		150	125		150	100																800
LA DMA #2														150	125		150	100				150	125										800	
Added Value														150	125		150	100				150	125										800	
San Francisco DMA #6														150	125		150	100				150	125											
Out of Home																																		
LAX Prestige																																		
JFK Prestige																																		
Las Vegas																																		
Digital																																		
New York																																	\$ 600,000	
LA																																	\$ 700,000	
San Francisco																																	\$ 450,000	
JFK Prestige																																	\$ 106,180	
LAX Prestige																																	\$ 122,945	
Las Vegas																																	\$ 55,884	
Digital																																	\$ 1,127,097	
																																	\$ 3,162,106	

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## **MEDIA MIX: BROADCAST**

### **TARGETING PROGRAMMING**

- *Explore more targeted programming on a wider network of stations (e.g. broadcast + cable), in order to better align with audience.*

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	% Ski Vacation	Index
Airports	14%	176

## MEDIA MIX: OOH

- *Continue airport video boards in JFK and LAX*
- *Digital outdoor billboards in Vegas expanded through the season to take advantage of late winter storms*



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# PRESTIGE NETWORK



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## MEDIA MIX: OOH

### CONTINUE SNOW TOTAL MESSAGING

- *Continue with Vegas*
- *Immediate and tactical*
- *Helps share the love with Southern Utah*



## **MEDIA MIX: DIGITAL**

**ADD DEPTH IN DIGITAL THROUGH GEOGRAPHY,  
NICHE AUDIENCE DEMOGRAPHICS, SEASONAL  
RELEVANCE AND REAL-TIME ACTION**



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## YEAR IN REVIEW: DIGITAL

- *According to SMARI, last year's campaign generated an advertising return in tax revenue of \$7.34 for each \$1 invested
  - *Reaching more than 1.38M households**
- *People exposed to Native ads through PulsePoint spent 687 hours in front of Utah content*
- *SkiUtah.com received 139K post impression activities from people exposed to FYG ads*

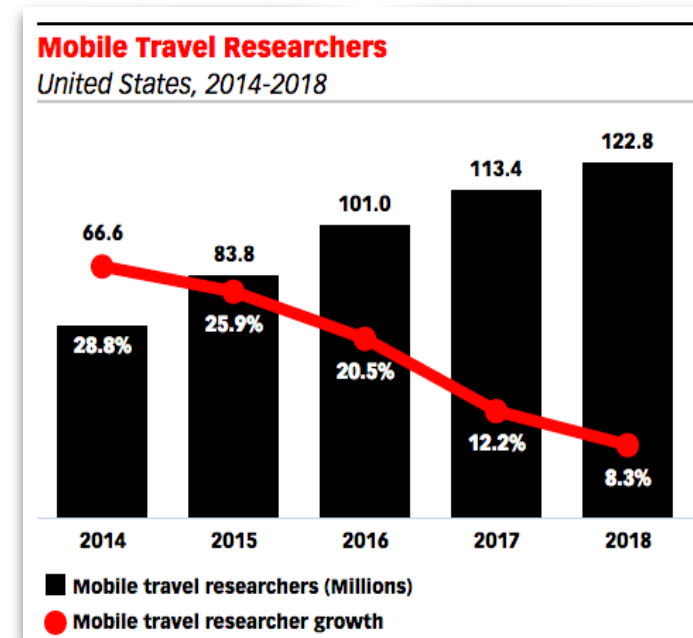
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## YEAR IN REVIEW: DIGITAL

- *Ski resort mobile targeting tracked 3,139 confirmed visitors*
- *TripAdvisor's conquesting campaign generated an 11.6% lift in travel intent*
- *Ads on Adara resulted in 2,564 flight bookings*
- *Ads on Sojern resulted in 9,451 flight bookings*
- *Ski & Skiing Mag's Utah Video: 91K views*
- *Teton Gravity's Utah Video: 62K views*

# THE STATE OF DIGITAL TRAVEL

- *The Digital Landscape:*
  - *This year 138.4 M people will research travel online and 114.6 M will book*
- *Mobile :*
  - *101 M people will research travel on a mobile device*
  - *59.3 M will book on a mobile device*



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## DIGITAL STRATEGY AND FLIGHTS

- Strategy:
  - *This campaign will utilize a mix of pre-roll, high impact ads/sponsorships, mobile, native advertising and traditional banner advertising*
  - *Ads will be competitively targeted with a focus on speaking to our audience in all three planning stages: See, Think, Do*
- Budget: \$1,133,320
  - *(Initial Budget \$1,121,320 + \$12,000 Remaining from 2015)*
- Flight Dates: September 15, 2016 - March 30, 2017

# DIGITAL FLIGHTS

	September					October				November				December					January					February				March			
	28	4	15	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	5	12	19	26
3 National Markets																															
National (Excluding Utah)																															
4 Regional Markets																															

9.15.16-10.15.16

10.15.16-2.15.17

2.15.17-3.30.17

3 Markets  
New York  
Washington DC  
Chicago

National

4 Markets  
Las Vegas  
Los Angeles  
San Francisco  
San Diego

LIFE  
UTAH  
ELEVATED

ST  
RUCK

LOVE  
ELEVATED



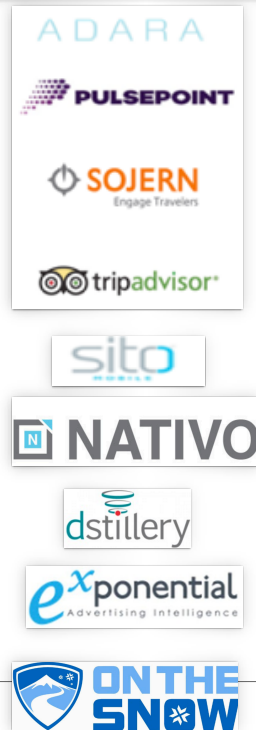
# DIGITAL STRATEGY

## VENDORS

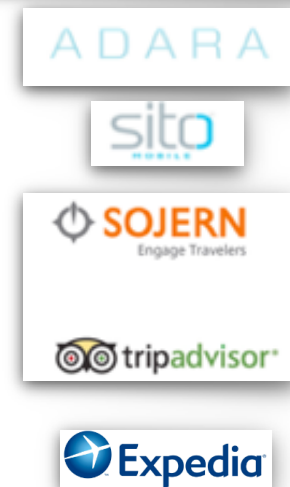
See



Think



Do



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## DIGITAL STRATEGY

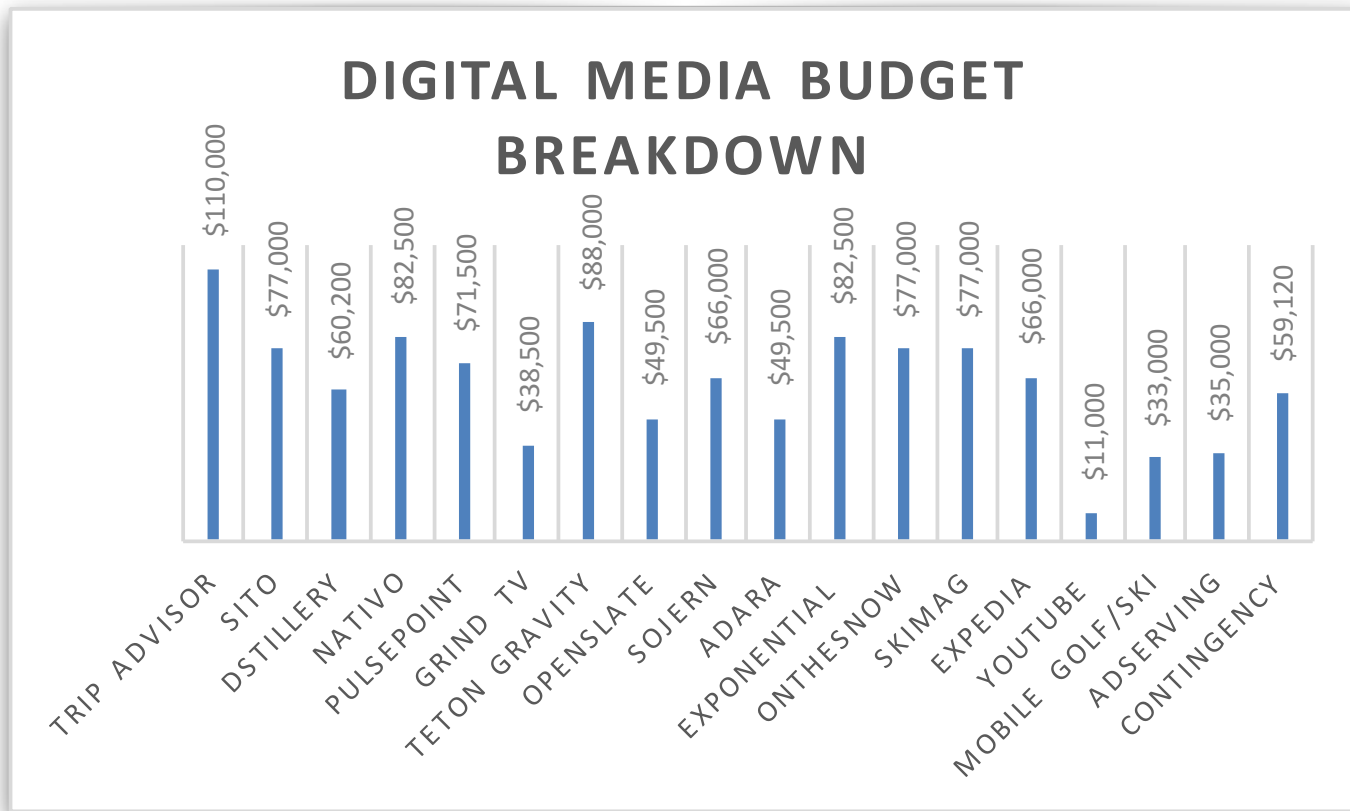
### TEST VENDOR

- *Mobile Golf and Ski Network:*
  - *Historic location and behavioral data captured and segmented*
  - *Real time weather conditions targeting*
  - *Total Skiers/Snowboarders Reach: 10,105,116*
  - *PVR report post campaign*



# DIGITAL STRATEGY

## BUDGET BREAKDOWN



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# DIGITAL STRATEGY

## MEASUREMENT METRICS

- *Traditional Measurement*

- CTR
- Impressions
- Clicks
- Cost Per Click
- Campaign Comparison to Industry Benchmarks
- Performance by Market
- Vendor Performance
- Creative Performance
- A/B Testing
- Reach

- *Engagement Measurement*

- Post Impression Data for UOT and Partner Websites
- Cost Per Minute of Engagement
- Video Completion Rates
- Native Engagements
- Arrivalist Data

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## BRAND STUDIES

- *Arrivalist*
  - *Implementation across entire campaign*
- *Adara*
  - *ROI Study*
  - *Booking Data by Creative*
- *Sojern*
  - *ROI Study*
- *TripAdvisor*
  - *Nielson Brand Lift Study*
- *Mobile Golf/Ski*
  - *Arrival Data\**
- *PulsePoint*
  - *Travel Intent Study*
- *Nativo*
  - *Travel Intent Study*
- *Sito*
  - *Arrival Data*
- *Expedia*
  - *Booking Data*

A dramatic underwater scene featuring a diver and a spearfisher. The diver is positioned in the upper right, partially obscured by a large, billowing cloud of white sediment or bubbles. The spearfisher is in the center, holding a long spear that points towards the diver. The background is a deep blue-green, with a bright, circular light source creating a lens flare effect in the lower right. The overall mood is intense and action-packed.

ST  
RU  
CK

*Thanks.*